



## Maryland Department of Planning

### FY 2018 Customer Service Annual Report



*Jefferson Patterson Park and Museum Maintenance Chief Jim House receives a Customer Service Award from Governor Larry Hogan in March 2018*

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## Contributors

This report was prepared by Director of Communications David Buck and Public Information Officer John Coleman, with contributions from several colleagues. David Buck can be reached at [david.buck@maryland.gov](mailto:david.buck@maryland.gov).



*Joe Griffiths engaging with municipal officials at the Maryland Municipal League Conference*



*Sec. Robert McCord, Special Sec. Wendi Peters, Director of Planning Coordination Chuck Boyd addressing local government leaders on A Better Maryland*



*Assistant Sec. Pat Keller recording input from the public at A Better Maryland listening session*

## FY18 Highlights

- Employee engagement and recognition - Governor Hogan awarded a Governor's Customer Service Award to long-time employee, Jim House, at the Jefferson Patterson Park and Museum in Calvert County for his work in making the facility able to better serve our customers.



- Significantly increased social media presence
  - Facebook posts increased by 25 percent in FY 18 vs. FY 17.
  - Total tweets up 66 percent and impressions up 14 percent - FY 18 vs. FY 17
- Expanding access to data products and tools - The Department's Planning Data and Research section now maintains more than 160 data sets on the Maryland Open Data Portal including land use, demographic, and socioeconomic data
- Continuing Customer Service - Providing ongoing training opportunities.



## Recognition Given to Employees

### Large Park, Big Service



***In addition to the prestigious Governor's Customer's Service award, Mr. House was presented with a Secretary's Customer Service Star Award.***

Planning recognizes individual employees several times a year with a program called Thankful Thursday. The secretary acknowledges significant employee milestones and accomplishments as well as discusses current priorities of the agency.

As part of our ongoing employee appreciation, the department instituted a Customer Service Star Certificate initiative, which highlights exceptional customer service across Planning.

In FY 2018, Jim House received the prestigious Governor's Customer Service Award in addition to Planning's award. Jim exemplifies the pillars of customer service through his professionalism and dedication to serving the people of Maryland at the Jefferson Patterson Park and Museum (JPPM). Jim's outstanding record of positive community outreach furthers not only the mission of JPPM and MHT, but also reflects Planning's commitment to customer service.

As JPPM maintenance chief, Jim works to ensure the safety of all facilities at JPPM and goes above and beyond this duty by initiating and facilitating annual CPR/AED training for our staff so we are better prepared to serve the public. During our hectic event season, Jim personally responds to guest needs (including musicians) during our *Live at JeffPatt* concert series and accommodates the needs of large community group rentals like the Celtic Society. Jim also interfaces with other state and local agencies in his capacity as Maintenance Chief including K9 training units, SWAT, and local fire departments. Jim's high standards for customer service at JPPM have created a welcoming environment at the park and furthered the positive reputation of the state workforce.

## Special Report: Customer Service on the Road

Planning has many constituencies that are our customers, including individuals and other state agencies. However, a tremendous amount of our work at Planning is focused on providing planning and other assistance to local governments – making local governments one of our most important customers. The Governor signed an Executive Order in August of 2017 calling for the creation of a new state development plan, known as **A Better Maryland**. The plan is being built from the ground up based on input received from across the entire State of Maryland. Planning has used electronic polling and webinars to solicit responses as part of our outreach. But more importantly, we have literally “been there.”

In cooperation with Wendi Peters, the Governor’s Special Secretary of Smart Growth, Planning staff have been involved in an unprecedented effort to meet and engage with our customers on their own home turf. We conducted a series of three listening sessions in every county and Baltimore City: one with Planning and Economic Development staff, one with elected officials, and an open public session. In many instances, we used the time between the sessions to have our regional planners conduct tours of projects and areas that are of importance to the local governments. A local view and hearing firsthand the local perspective enhances our understanding of local concerns.



*Joe Griffiths, Local Assistance and Training Manager, facilitating a public meeting using smart phone live polling*

method to collect information and stimulate discussion. Our customers told us that they were impressed with the level of energy and the unprecedented nature of our appearances throughout the entire state.



*Chuck Boyd, Director of Planning Coordination, explaining the process of the new state development plan*

Planning staff traveled hundreds and hundreds of miles as part of this initial outreach. All the notes from all our meetings have been summarized, digested, cross-tabbed and posted to our website. More than 2000 unique comments have been categorized by the related state agencies that may play a role in addressing the comment. Additionally, there have been presentations and exercises at the Smart Growth Subcabinet and the Sustainable Growth Commission.

We heard time and again from citizens, leaders, and staff that they were glad to see us and have the opportunity to speak to us in person. Our staff at Planning was praised for their efforts to schedule the many meetings, engage in productive dialogue, and provide an innovative

## Leadership Analysis of FY18 and Summary of FY19 Approach

It is our vision to be a premier resource and center of planning excellence while supporting the administration's efforts to change Maryland for the better.

The Maryland Department of Planning collaborates with state agencies, local governments, and the private sector to provide assistance and data so each community can shape their future in a way that reflects local values, honors its heritage, and presents opportunities for all of Maryland to flourish. The department facilitates coordination of planning efforts statewide and helps to ensure that government actions support appropriate private sector investment. The department provides essential data analysis and information for the state, and plays an important role in preserving Maryland's heritage and conserving its natural resources.

Our listening sessions throughout the state have been an example of proactive customer service as we gather the input of individual Marylanders for the new state development plan. We are committed to providing excellent customer service as we expand our technical assistance to local planning organizations and state agency partners; support state and local efforts to improve Maryland's business climate and economic prosperity and continue to preserve our natural and cultural resources.

Members of the executive team meet regularly with directors and managers and review protocol and expectations regarding customer service. Our employees have had customer service training and customer service is emphasized at all levels. As a result, we had a very successful year and the feedback from the survey links we added to our email signatures affirms this. We are proud to deliver on the Governor's Customer Service Initiative.

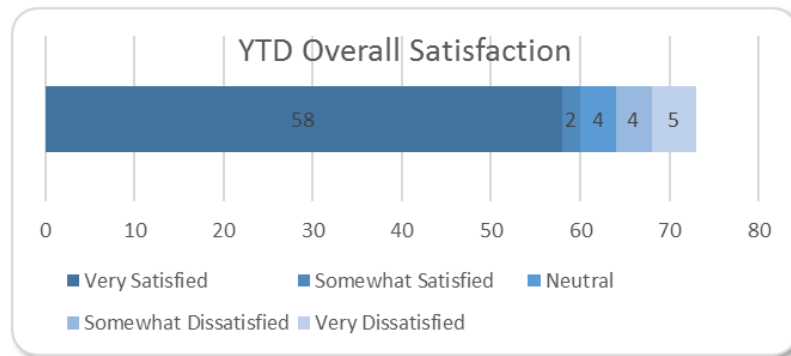
We will continue our focus on customer service and maintain a consistent commitment to providing a timely and accurate response to all our constituencies. Every customer is treated with respect and every inquiry is forwarded to the appropriate staff member for resolution or assistance.



*Special Secretary Wendi Peters and Planning Secretary Robert S. McCord, together with secretaries and representatives from 11 state agencies, address preliminary responses to findings from the A Better Maryland listening sessions at the 2018 Maryland Municipal League conference.*

## Detailed FY18 Results and FY19 Plans

### Customer Service Survey Results



#### Customer Service Survey Summary Statistics

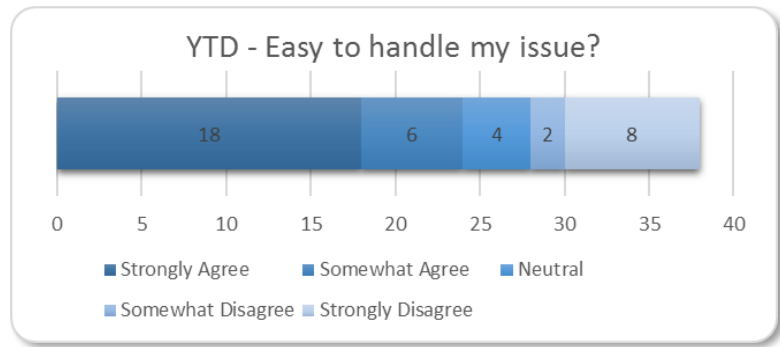
#REF!	Question 1: Overall, how satisfied are you with the customer service provided?						Internal Total*	Grand Total
	Week Of	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	External Total	
	07/03/17	1	0	0	0	0	1	1
	07/10/17	0	0	0	0	0	0	0
	07/17/17	2	0	0	0	0	2	2
	07/24/17	1	0	0	0	1	2	2
	07/31/17	1	0	0	0	0	1	2
	08/07/17	0	0	0	0	0	0	0
	08/14/17	1	0	0	0	0	1	1
	08/21/17	2	0	0	0	0	2	2
	08/28/17	2	0	0	0	0	2	2
	09/04/17	0	0	0	0	0	0	0
	09/11/17	1	0	0	1	1	3	3
	09/18/17	3	0	0	0	0	3	3
	09/25/17	1	0	0	0	0	1	1
	10/02/17	3	0	0	0	1	4	4
	10/09/17	1	0	0	0	0	1	1
	10/16/17	4	0	0	0	0	4	4
	10/23/17	0	0	0	0	0	0	0
	10/30/17	2	0	0	0	0	2	2
	11/06/17	1	0	0	0	0	1	2
	11/13/17	0	0	0	0	0	0	0
	11/20/17	0	0	0	0	0	0	0
	11/27/17	2	1	0	0	0	3	3
	12/04/17	1	0	0	0	0	1	1
	12/11/17	2	0	0	1	0	3	3
	12/18/17	2	0	1	0	0	3	3
	12/25/17	0	0	0	0	0	0	0
	01/01/18	0	0	0	0	0	0	0
	01/08/18	0	0	0	0	1	1	1
	01/15/18	4	0	0	0	0	4	4
	01/22/18	2	0	0	0	0	2	2
	01/29/18	0	0	0	0	0	0	0
	02/05/18	2	0	0	1	0	3	3
	02/12/18	1	0	0	0	0	1	1
	02/19/18	0	0	0	0	0	0	0
	02/26/18	0	0	0	0	0	0	0
	03/05/18	3	0	0	0	0	3	3
	03/12/18	0	0	0	0	0	0	0
	03/19/18	1	0	0	1	0	2	2
	03/26/18	1	0	0	0	0	1	1
	04/02/18	1	0	0	0	0	1	1
	04/09/18	3	1	0	0	0	4	4
	04/16/18	0	0	0	0	0	0	0
	04/23/18	1	0	0	0	1	2	2
	04/30/18	0	0	0	0	0	0	0
	05/07/18	0	0	0	0	0	0	0
	05/14/18	0	0	0	0	0	0	0
	05/21/18	1	0	1	0	0	2	2
	05/28/18	2	0	1	0	0	3	3
	06/04/18	1	0	1	0	0	2	2
	06/11/18	0	0	0	0	0	0	0
	06/18/18	2	0	0	0	0	2	2
	06/25/18	0	0	0	0	0	0	0
YTD Totals		58	2	4	4	5	73	75

The information obtained from our Customer Service Satisfaction Surveys is a good indicator that we are indeed meeting the goals we have established regarding good customer service. While most of the responses are positive, we are diligent in reaching out to customers who report a less than positive experience and we are committed to sharing that feedback with our staff and identifying actions for improving.

In FY 2018, Planning had 82.1 percent satisfaction rate. For FY 2019, our goal is to reach the 87 percent threshold.

This data compliments the verbal feedback that has been received by the secretary from local government officials who have expressed their appreciation and commented on the responsiveness of staff at all levels in working together with local governments to help them achieve their objectives.





### Customer Service Survey Summary Statistics

Agency: MDP	Question 2: The state made it easy for me to handle my issue?						Internal Total*	Grand Total
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	External Total		
01/01/18	0	0	0	0	0	0	0	0
01/08/18	0	0	0	0	1	1	0	1
01/15/18	3	1	0	0	0	4	0	4
01/22/18	2	0	0	0	0	2	0	2
01/29/18	0	0	0	0	0	0	0	0
02/05/18	1	0	1	1	0	3	0	3
02/12/18	1	0	0	0	0	1	0	1
02/19/18	0	0	0	0	0	0	0	0
02/26/18	0	0	0	0	0	0	0	0
03/05/18	2	1	0	0	0	3	0	3
03/12/18	0	0	0	0	0	0	0	0
03/19/18	1	0	0	0	1	2	0	2
03/26/18	1	0	0	0	0	1	0	1
04/02/18	0	1	0	0	0	1	0	1
04/09/18	1	1	2	0	0	4	0	4
04/16/18	0	0	0	0	0	0	0	0
04/23/18	0	1	0	0	6	7	0	7
04/30/18	0	0	0	0	0	0	0	0
05/07/18	0	0	0	0	0	0	0	0
05/14/18	0	0	0	0	0	0	0	0
05/21/18	1	0	1	0	0	2	0	2
05/28/18	2	0	0	1	0	3	0	3
06/04/18	1	1	0	0	0	2	0	2
06/11/18	0	0	0	0	0	0	0	0
06/18/18	2	0	0	0	0	2	0	2
06/25/18	0	0	0	0	0	0	0	0
<b>YTD Totals</b>	<b>18</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>38</b>	<b>0</b>	<b>38</b>

Our review of the less than positive responses indicates, in part, a certain lack of understanding of some of the public regarding the detailed regulations that accompany some of our programs, including grant programs. We are increasing our efforts to make our program requirements more understandable and providing opportunities for reviewing requirements before submissions of projects to increase the chance of success.



### Status of Customer Service Training

All staff members from the Department of Planning have completed the customer service training. Planning will continue to include customer service training as part of our new employee orientation.

Customer service will continue as a priority and we will offer training updates each year. More than 20 Planning employees completed customer service training in FY 2018, accounting for 16 percent of the entire Planning staff.

### Customer Inquiry Response Times and Overall Time-to-Resolution

Planning's goal is to be timely and accurate when responding to our customers. Our responses to customer service inquiries in FY 18 were processed within 24 hours and focused on the services and information requested.

In FY 2018, Planning received 59 inquiries through our Webmaster email address, which is monitored by the Planning Director and Communications staff. The customer has a response from Planning within 24 hours to all inquiries.

Planning received and responded to 22 PIA requests. All were processed within the 30 days provided by PIA law.

Specific planning staff including regional planners, data specialists and MHT staff receive a limited number of inquiries from the public. We are in the process of creating a specific tracking system for this type of inquiry.

The Clearinghouse section processed more than 900 projects and continues to consistently provide the responses required within the regulatory mandates and has been able to accommodate expedited review when requested.

In addition to creating new online tools, Planning has seen a tremendous increase in the use of some of our most popular data products. While the ability to download is more helpful to some customers, the ability to view the data is all that is needed for others. The table below shows these results.

	<b>FY 17</b>	<b>FY 18</b>
"MD Property View" Downloads	8,201	9,045
"Finder Quantum" Downloads	2,202	2,377
"Parcel Viewer" Views	182,763	182,553
"FINDER Online" Views	81,636	100,739
"FINDER Online Light" and Mobile Views	22,830	20,436

## Improving the Customer Experience from Multiple Perspectives

### Social Media Usage to Improve the Customer Experience

Planning has dramatically increased our presence across social media platforms, posting to Facebook and Twitter with increased frequency. We use our social media to highlight our abilities and our tools to assist local governments, promote collaboration with our sister agencies and identify resources.

In FY 2018, Planning significantly increased social media presence, specifically on Twitter and Facebook.

Facebook – Planning increased the total number of posts from 192 in FY 2017 to 247 in FY 2018.

Twitter – Planning increased the total number of tweets sent from 157 in FY 2017 to 260 in FY 2018, a 66 percent increase. Total Twitter impressions increased by 14 percent.

Planning also uses our social media to provide information about initiatives across the state such as the Maryland Buy Local Challenge, Maryland Heritage Areas, and Farmer's Market Week.

Our regular planning newsletter, Planning Practice Wednesday, delivers timely news about topics of interest to a subscriber base of more than 1,200 recipients. In addition, the companion website provides current links to conferences, webinars, training, and funding opportunities from a variety of sources.

We are continuing to work on updating our contact lists of local elected and appointed officials as well as our other interest groups to maximize our potential audience.

We are working to expand our social media presence by cross-promoting inter-agency events and information from the Governor's Office and our sister agencies, especially members of the Bay Cabinet, the Smart Growth Subcabinet, and the Commerce Cabinet.

## Press Releases and other Positive Media Coverage

### [State Historical Trust Announces Eight Maryland Projects Receiving Historic Preservation Tax Credits](#) (10/31/2017)

*The Maryland Historical Trust (MHT) today announced the selectees of the 2018 Historic Structure Rehabilitation Tax Credit Program. Eight projects which scored the highest in the application process were awarded \$9 million in tax credits to leverage construction projects with a cost of more than \$46 million...*

### [The Maryland Department of Planning Begins Outreach for A Better Maryland](#) (11/03/2017)

*The Maryland Department of Planning (Planning) is kicking off its new state development planning process, A Better Maryland, on Monday, November 6, in Oakland, Garrett County. In a series of 24 listening session outreach events in every Maryland County and Baltimore City during the winter and early spring of 2017-18...*

### [The Maryland Department of Planning Broadens the Conversation on A Better Maryland Plan](#) (01/04/2018)

*"The initial six listening sessions have been well received and we look forward to hearing from all Marylanders, local planning staff and our elected officials at the future meetings," said Special Secretary of Smart Growth, Wendi Peters.*

*The overall effort consists of a series of 24 outreach events in every Maryland county and Baltimore City through spring 2018.*

### [Maryland Sustainable Growth Awards Presented Today in Annapolis](#) (06/04/2018)

*"These award recipients from across Maryland represent creativity, innovation, and passion – traits that we see in leaders across our great state," said Governor Larry Hogan. "My administration is proud to celebrate their contributions and their commitment to helping change Maryland for the better."*

### [Hogan Administration Announces Nearly \\$5 Million in Grants to be Awarded to Heritage Projects by the Maryland Heritage Areas Authority](#) (07/13/2018)

*For the past three years, approximately \$3 million was available annually to fund these projects. The Hogan administration nearly doubled the funding to \$5 million in FY 2019, allowing for a record number of grants to be awarded.*

### [Hogan Administration Announces \\$600,000 in Grants for Historic Preservation Projects across Maryland](#) (07/17/2018)

*For the first time in nearly a decade, Governor Hogan restored funding for the Historic Preservation Capital Grant Program, which assists bricks-and-mortar historic preservation projects. MHT received more than 70 applications for projects competing for the \$600,000 in available grants...*